



Basic Web Page Design Cost Comparison

A basic guide for about 10 hours of work is:

Student:	\$100 - \$200 (\$10-\$20/hour)	
Freelancer:	\$200 - \$1000 (\$20-\$100/hour)	*OVAL Tech is a Freelance Designer
Expert Consultant:	\$500 - \$2000 (\$50-\$200/hour)	
Company:	\$700 - \$2500 (\$70-\$250/hour)	

Recommended project budget:

Logo Design:	\$150 - \$750	
T-shirt design:	\$101 - \$500	
3-fold Brochure:	\$501 - \$2000	
Simple Website:	\$501 - \$2,500	
Complex Website:	\$1,500 - \$25,000	* Most business sites fall into this category
Myspace like site:	\$5,001 - \$30,000	
Custom Applications:	\$10,001 - \$100,000	

Common hourly rates:

Student/Offshore:	\$10-\$30/hour	
Freelancer:	\$35-\$100/hour	* OVAL Tech currently charges \$20 per hour
Expert Consultant:	\$50-\$200/hour	
Company:	\$75-\$150/hour	

Four common types of web design pricing used in the industry today.

Hourly Rate

Project Price * OVAL Tech provides project pricing

Package Rates

Per Page Cost

Charging Hourly

A very common way for web designers to charge is by the hour. Depending on the experience, location, and many other factors, the hourly rate can be anywhere from \$8.00 (outsourced overseas) to \$500.00 per hour (For a high-level consultant)! This is a huge difference but I have seen both and just about everything in between.

The important thing is to make sure the web developer is worth the rate they charge. Always check with the designers past clients and remember - you really do "get what you pay for".

Per Project Pricing

Many web design firms will give you a set price to complete your project. Make sure you have a thorough and complete requirements list before you begin the project. A good design firm will break out each section with a list of features, specification and assumptions for each section of your website. Make sure you get it in writing so you both have clear expectations.

Package Rates

Many web designers will have pre-made packages that are usually cheaper than a complete custom design website. The drawback with packages is that they are probably going to try and fit your business into a pre-made website that might not have all the bells and whistles a custom site has. Most designers will have a flat package rate then allow you to request customization at an additional charge.

Per Page Pricing

Some web designers charge a flat rate per page, this can be as low as \$50 although most designers in the USA will charge \$100 - \$200 per page. This pricing is usually for basic static brochure web sites that do not require a lot of custom features. The per page price may go down (with a bulk discount) depending on the number of pages you need. In my experience, you will usually find the designers with less experience (and who charge lower prices) are the ones who usually charge per page prices. Also this pricing model seems to be more popular in rural areas.

Corporate Web Sites

Corporate or commercial site goes beyond the basic on-line brochure. More complex sites feature a greater level of interactivity and database integration. You may need a private intranet for employee communication and document sharing, or an extranet to share information and track vendors and/or customers. Corporate web sites usually start around \$5,000 and can go as high as \$100,000 depending on the complexity.

Standard Corporate Web Design Pricing:

Outsourced Offshore: \$500 ~ \$15,000

US / Canadian Designer: \$3000 ~ \$20,000

US / Canadian Web Design Firm: \$5000 ~ \$50,000

Interactive Database Site

A complex interactive site has a large amount of back-end programming. More complex sites feature a greater level of interactivity and database integration. Most complex corporate sites consist of data driven content and dynamically generated pages. The amount of pages is not as relevant as the amount of programming involved. The most important aspect to an interactive site is that its easy to navigate, fast, and scalable. These web sites usually start around \$15,000 and can go as high as \$250,000 depending on the complexity.

Back end programming can be done in a variety of different languages, some of the more popular server-side languages are PHP and ASP. Web Interfaces are normally written in CSS and HTML. If you don't know what these languages are, don't worry, let your designer or programmer make a recommendation.

- The OVAL Tech TR3 Demo site falls into this category and would cost about \$9000 to fully implement

Corporate Brochure

A "brochure" site simply means a website that serves as an on-line brochure that gives general information about your company products and services. A brochure site does not have complex database programming, e-commerce, or lots of interactivity. It basically serves as an on-line advertisement that features graphic design.

This kind of site is a great start for a company and can be expanded in the future as your company grows. In this day and age, it is essential for a company to have an on-line presence as well as a basic corporate brochure site. These web sites can start for as little as \$2,000.

E-Commerce Site

E-commerce websites can range from very simple to very complex. There are quite a few things to consider when preparing to budget an ecommerce site. These web sites usually start around \$5,000 and can go as high as \$250,000 depending on the complexity. There are several ready made e-commerce packages and off the shelf shopping carts like Zen Cart available.

- OVAL Tech is not doing E-Commerce Sites at this time